CONTRACT

Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

Waterfront Strategies
1010 Wisconsin Ave.
Suite 800
Washington, DC 20007

Contract / Revision	Alt Order #
362977 /	06863703

Product
Anti-Thompson

Contract Dates	Estimate #
10/23/12 - 10/29/12	**2088**

Advertiser	Original Date / Revision
House Majority PAC	10/15/12 / 10/15/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WTMJ	Anjanette Brady	Petry-Philadelph

Special Handling

Demographic
Households

IDB#	Advertiser Code	Product Code
	94	100

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	10/23/12	10/26/12	Live at Daybreak	6a-7a		:30			NM	2	$2,500.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	-TWTF--	2		$1,250.00					
N 2	WTMJ	10/23/12	10/26/12	Today Show M-F	7a-9a		:30			NM	1	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	-TWTF--	1		$1,000.00					
N 3	WTMJ	10/27/12	10/27/12	Today Show Saturday	6a-8a		:30			NM	1	$650.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	-----S-	1		$650.00					
N 4	WTMJ	10/27/12	10/27/12	Live at Daybreak-Sat. 8a-10a	8am-10am		:30			NM	1	$750.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	-----S-	1		$750.00					
N 5	WTMJ	10/28/12	10/28/12	Today Show Sunday	7a-8a		:30			NM	1	$850.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	------S	1		$850.00					
N 6	WTMJ	10/28/12	10/28/12	Live at Daybreak-Sun. 8a-9a	8am-9am		:30			NM	1	$750.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	------S	1		$750.00					
N 7	WTMJ	10/23/12	10/26/12	Noon News Rotation	12n-1p		:30			NM	1	$500.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	-TWTF--	1		$500.00					
N 8	WTMJ	10/28/12	10/28/12	Meet the Press	9am-10am		:30			NM	1	$2,000.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	------S	1		$2,000.00					
N 9	WTMJ	10/28/12	10/28/12	Sunday Insight	10am-1030am		:30			NM	1	$750.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	------S	1		$750.00					
N 10	WTMJ	10/23/12	10/26/12	Live at 4:30 News	430p-5p		:30			NM	1	$900.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	-TWTF--	1		$900.00					
N 11	WTMJ	10/23/12	10/26/12	Live at 5 News	5p-530p		:30			NM	1	$1,500.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	-TWTF--	1		$1,500.00					

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Contract / Revision	Alt Order #
362977 /	06863703

Contract Dates	Product	Estimate #
10/23/12 - 10/29/12	Anti-Thompson	**2088**

Advertiser	Original Date / Revision
House Majority PAC	10/15/12 / 10/15/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
N 12	WTMJ	10/23/12	10/26/12	Live at 6 News	6-630p		:30			NM	1	$2,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/22/12	10/28/12	-TWTF--	1	$2,000.00						
N 13	WTMJ	10/28/12	10/28/12	Live at 5 Sunday	5p-530p		:30			NM	1	$1,200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/22/12	10/28/12	------S	1	$1,200.00						
N 14	WTMJ	10/23/12	10/26/12	Access Hollywood	630p-7p		:30			NM	1	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/22/12	10/28/12	-TWTF--	1	$1,000.00						
N 15	WTMJ	10/29/12	10/29/12	The Voice	7-9pm		:30			NM	1	$5,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/29/12	11/04/12	M------	1	$5,500.00						
N 16	WTMJ	10/29/12	10/29/12	Revolution	9p-10p		:30			NM	1	$3,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/29/12	11/04/12	M------	1	$3,500.00						
N 17	WTMJ	10/23/12	10/23/12	The Voice	7p-8p		:30			NM	1	$5,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/22/12	10/28/12	-T-----	1	$5,500.00						
N 18	WTMJ	10/23/12	10/26/12	Live at 10pm M-F	10p-1035p		:30			NM	1	$2,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/22/12	10/28/12	-TWTF--	1	$2,500.00						
N 19	WTMJ	10/23/12	10/26/12	Tonight Show	1035p-1137p		:30			NM	1	$1,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/22/12	10/28/12	-TWTF--	1	$1,500.00						
N 20	WTMJ	10/23/12	10/26/12	Late Night w/Jimmy Fallon	1137p-1236a		:30			NM	1	$500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/22/12	10/28/12	-TWTF--	1	$500.00						
N 21	WTMJ	10/27/12	10/27/12	Saturday Night Live	1030p-1205a		:30			NM	1	$2,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/22/12	10/28/12	-----S-	1	$2,000.00						
N 22	WTMJ	10/29/12	10/29/12	Live at Daybreak	6a-7a		:30			NM	1	$1,250.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/29/12	11/04/12	M------	1	$1,250.00						
N 23	WTMJ	10/29/12	10/29/12	Today Show M-F	7a-9a		:30			NM	1	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/29/12	11/04/12	M------	1	$1,000.00						
N 24	WTMJ	10/29/12	10/29/12	Noon News Rotation	12n-1p		:30			NM	1	$500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/29/12	11/04/12	M------	1	$500.00						
N 25	WTMJ	10/29/12	10/29/12	Live at 4:30 News	430p-5p		:30			NM	1	$900.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/29/12	11/04/12	M------	1	$900.00						
N 26	WTMJ	10/29/12	10/29/12	Live at 5 News	5p-530p		:30			NM	1	$1,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/29/12	11/04/12	M------	1	$1,500.00						
D 27	WTMJ	10/29/12	10/29/12	Live at 6 News	6-630p		:30			NM	0	$0.00
D 28	WTMJ	10/29/12	10/29/12	Access Hollywood	630p-7p		:30			NM	0	$0.00
D 29	WTMJ	10/29/12	10/29/12	Live at 10pm M-F	10p-1035p		:30			NM	0	$0.00
N 30	WTMJ	10/29/12	10/29/12	Tonight Show	1035p-1137p		:30			NM	1	$1,500.00

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Week:		Start Date 10/29/12	End Date 11/04/12	Weekdays M------	Spots/Week 1		Rate $1,500.00					
D 31	WTMJ	10/29/12	10/29/12	Late Night w/Jimmy Fallon	1137p-1236a		:30			NM	0	$0.00
N 32	WTMJ	10/29/12	10/29/12	Access Hollywood Live-2pm	2pm-3pm		:30			NM	1	$150.00
Week:		Start Date 10/29/12	End Date 11/04/12	Weekdays M------	Spots/Week 1		Rate $150.00					
								Totals			29	$44,150.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	20	$28,350.00	$24,097.50
10/29/12 -10/29/12	9	$15,800.00	$13,430.00
Totals	29	$44,150.00	$37,527.50

Signature: _____ **Date:** _____

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